

## **AMENDMENTS**

### **Amendments to the Claims:**

Please amend the claims according to the following listing of claims (with markings showing current changes).

### **Listing of Claims:**

1. (Currently Amended) A method for presenting information, comprising:  
collecting, at a client, information about a user utilizing a local application residing on the client, the information about the user including navigation behavior of the user, the navigation behavior being monitored at the client by the local application;  
transmitting via a network the collected information from the local application on the client to a location for generating a user profile for the user based on the collected information, wherein content is selected for the user based on the generated user profile;  
receiving the content at the client via the network; and  
presenting the content to the user at the client.
2. (Previously Presented) The method of claim 1, wherein the information about the user includes information relating to network utilization behaviors and attributes of the user, and wherein the navigation behavior includes information of domains visited by the user, number of pages viewed by the user and time spent by the user at a site.
3. (Original) The method of claim 1, wherein the user profile of the user includes model-generated information.
4. (Original) The method of claim 1, wherein the content includes one or more rules for controlling the presentment of the content to the user at the client.

5. (Original) The method of claim 1, wherein the information transmitted to the location includes an identifier, and wherein at least a portion of the content is selected based on the identifier.
6. (Original) The method of claim 1, wherein a fee is generated when the content is selected, and wherein the fee is charged to a party associated with the selected content.
7. (Currently Amended) The method of claim 1, wherein the user accesses sites coupled to the network utilizing a first browser application hosted by the client computer and monitored by the local application, and wherein the content is presented utilizing a second application hosted by the client.
8. (Currently Amended) A system for presenting information, comprising:  
a processor;  
a network;  
a client coupled to the network;  
logic a local application being executed on the client, the local application being adapted for that collects collecting at a the client information about a user of the client, the information about the user including navigation behavior of the user, the navigation behavior being monitored at the client by the local application;  
logic the local application that transmits being adapted for transmitting, via a the network, the collected information from at the client to a remote location coupled to the network;  
the location being adapted for generating a user profile for the user based on the collected information, wherein and selecting content is selected for the user based on the generated user profile; and  
logic the local application that receives being adapted for receiving, via the network, the selected content from the location at the client via the network; and presenting  
logic that presents the content to the user at the client.

9. (Previously Presented) The system of claim 8, wherein the information about the user includes information relating to network utilization behaviors and attributes of the user, and wherein the navigation behavior includes information of domains visited by the user, number of pages viewed by the user and time spent by the user at a site.
10. (Original) The system of claim 8, wherein the user profile of the user includes model-generated information.
11. (Currently Amended) The system of claim 8, wherein the content includes one or more rules for controlling the presentment of the content to the user ~~at the client~~ by the local application.
12. (Original) The system of claim 8, wherein the information transmitted to the location includes an identifier, and wherein at least a portion of the content is selected based on the identifier.
13. (Original) The system of claim 8, wherein a fee is generated when the content is selected, and wherein the fee is charged to a party associated with the selected content.
14. (Currently Amended) The system of claim 8, wherein the user accesses sites coupled to the network utilizing a ~~first browser application hosted by the client~~ and monitored by the local application, ~~and wherein the content is presented utilizing a second application hosted by the client.~~
15. (Currently Amended) A computer program product embodied on a computer readable medium for presenting information, comprising:  
computer code that collects at a client information about a user utilizing an application residing on the client, the information about the user including navigation behavior of the user, the navigation behavior being monitored at the client by the application;

computer code that transmits via a network the collected information from the application  
on the client to a location for generating a user profile for the user based on the  
collected information, wherein content is selected for the user based on the  
generated user profile;

computer code that receives the content at the client via the network; and

computer code that presents the content to the user at the client.

16. (Previously Presented) The computer program product of claim 15, wherein the information about the user includes information relating to network utilization behaviors and attributes of the user, and wherein the navigation behavior includes information of domains visited by the user, number of pages viewed by the user and time spent by the user at a site.
17. (Original) The computer program product of claim 15, wherein the user profile of the user includes model-generated information.
18. (Original) The computer program product of claim 15, wherein the content includes one or more rules for controlling the presentment of the content to the user at the client.
19. (Original) The computer program product of claim 15, wherein the information transmitted to the location includes an identifier, and wherein at least a portion of the content is selected based on the identifier.
20. (Original) The computer program product of claim 15, wherein a fee is generated when the content is selected, and wherein the fee is charged to a party associated with the selected content.
21. (Currently Amended) The computer program product of claim 15, wherein the user accesses sites coupled to the network utilizing a ~~first~~ browser application hosted by the

client and monitored by the application, ~~and wherein the content is presented utilizing a second application hosted by the client.~~

22. (Currently Amended) A system for presenting information, comprising:  
means for collecting information about a user at a client utilizing an application residing on the client, the information about the user including navigation behavior of the user, the navigation behavior being monitored at the client by the application;  
means for transmitting via a network the collected information from the application on the client to a location for generating a user profile for the user based on the collected information, wherein content is selected for the user based on the generated user profile;  
means for receiving the content at the client via the network; and  
means for presenting the content to the user at the client.
23. (Currently Amended) A method for presenting information, comprising:  
receiving via utilizing a network, information about a user collected by an application hosted by at a client, the information about the user including information about a navigation behavior of the user, the information about the navigation behavior being monitored at the client by the application;  
generating a user profile for the user based on the information;  
selecting content for presenting the user based on the user profile; and  
transmitting the content to the client via the network, wherein the content is presented to the user by application on the client.
24. (Previously Presented) The method of claim 23, wherein the information about the user includes information relating to network utilization behaviors and attributes of the user, and wherein the navigation behavior includes information of domains visited by the user, number of pages viewed by the user and time spent by the user at a site.

25. (Original) The method of claim 23, wherein the user profile of the user includes model-generated information.
26. (Original) The method of claim 23, wherein the content includes one or more rules for controlling the presentment of the content to the user at the client.
27. (Original) The method of claim 23, wherein the information transmitted to the location includes an identifier, and wherein at least a portion of the content is selected based on the identifier.
28. (Original) The method of claim 23, wherein a fee is generated when the content is selected, and wherein the fee is charged to a party associated with the selected content.
29. (Currently Amended) The method of claim 23, wherein the user accesses sites coupled to the network utilizing a first browser application hosted by the client, ~~and wherein the content is displayed utilizing a second application hosted by the client.~~
30. (Currently Amended) A system for presenting information, comprising:  
~~a processor;~~  
logic that receives a server coupled to a network and being adapted for receiving utilizing a network information about a user collected by an application residing on at a client, the information about the user including information about a navigation behavior of the user, the information about the navigation behavior being monitored at the client by the application;  
~~logic that generates~~ the server being adapted for generating a user profile for the user based on the information collected by the application;  
~~logic that selects~~ selecting content for presenting the user based on the user profile;  
~~and~~  
~~logic that transmits~~ transmitting the content to the client via the network, wherein the content is presented to the user by the application on the client.

31. (Previously Presented) The system of claim 30, wherein the information about the user includes information relating to network utilization behaviors and attributes of the user, and wherein the navigation behavior includes information of domains visited by the user, number of pages viewed by the user and time spent by the user at a site.
32. (Original) The system of claim 30, wherein the user profile of the user includes model-generated information.
33. (Original) The system of claim 30, wherein the content includes one or more rules for controlling the presentment of the content to the user at the client.
34. (Original) The system of claim 30, wherein the information transmitted to the location includes an identifier, and wherein at least a portion of the content is selected based on the identifier.
35. (Original) The system of claim 30, wherein a fee is generated when the content is selected, and wherein the fee is charged to a party associated with the selected content.
36. (Currently Amended) The system of claim 30, wherein the user accesses sites coupled to the network utilizing a first browser application hosted by the client, ~~and wherein the content is displayed utilizing a second application hosted by the client.~~
37. (Currently Amended) A computer program product embodied on a computer readable medium for presenting information, comprising:  
computer code that receives utilizing a network information about a user collected at a client, the information about the user including information about a navigation behavior of the user, the information about the navigation behavior being monitored at the client;  
computer code that generates a user profile for the user based on the information;  
computer code that selects content for presenting the user based on the user profile; and

computer code that transmits the content to the client via the network, wherein the content is presented to the user by the client.

38. (Previously Presented) The computer program product of claim 37, wherein the information about the user includes information relating to network utilization behaviors and attributes of the user, and wherein the navigation behavior includes information of domains visited by the user, number of pages viewed by the user and time spent by the user at a site.
39. (Original) The computer program product of claim 37, wherein the user profile of the user includes model-generated information.
40. (Original) The computer program product of claim 37, wherein the content includes one or more rules for controlling the presentment of the content to the user at the client.
41. (Original) The computer program product of claim 37, wherein the information transmitted to the location includes an identifier, and wherein at least a portion of the content is selected based on the identifier.
42. (Original) The computer program product of claim 37, wherein a fee is generated when the content is selected, and wherein the fee is charged to a party associated with the selected content.
43. (Original) The computer program product of claim 37, wherein the user accesses sites coupled to the network utilizing a first application hosted by the client, and wherein the content is displayed utilizing a second application hosted by the client.
44. (Currently Amended) A system for presenting information, comprising:  
means for receiving utilizing a network information about a user collected at a client by an application residing on the client, the information about the user including



information about a navigation behavior of the user, the information about the navigation behavior being monitored at the client by the application;  
means for generating a user profile for the user based on the information;  
means for selecting content for presenting the user based on the user profile; and  
means for transmitting the content to the client via the network, wherein the content is presented to the user by the application on the client.

45. (Canceled)

46. (Canceled)

47. (Canceled)

48. (Canceled)

Please add the following new claim:

49. (New) A method, comprising:  
utilizing a message client system on a client computer to monitor use of a browser application on the client computer by a user to collect information, at the client computer, about a navigation behavior of the user;  
transmitting the collected information from the client computer to a remote location via a network, the location generating a profile of the user based on the collected information received from the client computer, selecting content for the user, and providing the selected content to the message client system via the network, the content further including a rule for initiating the presentment of the content to the user based on subsequent use of the browser application by the user; and  
presenting the content to the user using the message client system if the message client system determines that the use of the browser application by the user satisfies the rule.